

CONTACTS... From the GP Lens Institute



The Cheese Has Been Moved!

Edward S. Bennett, OD, MSEd
Executive Director
GP Lens Institute

Who Moved My Cheese? by Dr. Spencer Thornton is a best selling book which consists of an enlightening story of four characters who live in a "Maze" and look for "Cheese" to nourish them and make them happy.

"Cheese" is a metaphor for what you want to have in life - whether it is a good job, a loving relationship, money, a possession, health, or spiritual peace of mind. And "The Maze" is where you look for what you want - the organization you work in, or the family or community you live in. The bottom line is if the cheese is moved (*i.e.*, if change occurs) some people are open to finding it and adopting it; others simply don't make the effort to explore the maze and adopt change.

In the contact lens world, the cheese has been moved toward GP lenses. **The number of new and improved presbyopic designs is very exciting.** What presbyopic patient would not desire the option of a multifocal contact lens, notably the vision obtained at all distances from the new GP designs. *However, if the practitioner does not offer this option and is not particularly interested in learning how to fit these lenses (it is not difficult), I suspect many of these patients are never provided with this choice.* What about the myopic patient who desires a non surgical means of reducing refractive error? ... or the young person with progressive myopia? For those who do not realize or care that the

cheese has been moved, it is simple to fit them into their available inventory of soft and soft toric lenses. These patients will never experience the potential improvement in their quality of life that current spherical and corneal reshaping lens designs can produce. Even those individuals with low to high astigmatism deserve the opportunity to experience the quality of vision resulting from the new generation of GP lens designs and materials. Current lens designs are very well manufactured using sophisticated lathing and polishing methods which result in less mass (*i.e.*, ultra thin designs), smooth polished edges, ease of design (*i.e.*, fewer parameters to order due to the success of standard designs) and, overall, better initial comfort. This will not occur either unless **you desire to explore the various options that can potentially result in a more satisfied, successful and loyal patient.** And the process is not difficult. It is often as simple as contacting a Contact Lens Manufacturers Association (CLMA) laboratory and talking with a trained consultant. There is no question too simple and they certainly recognize that today's eyecare practitioner has numerous other areas of interest and responsibility in addition to contact lenses. They can recommend a low Dk (*i.e.*, 25-50) for daily wear myopic patients, a high Dk (*i.e.*, 51-99) for hyperopic patients and a hyper Dk (>100) material for any daily or extended wear GP patient. They can also assist with lens design questions, bifocals, corneal reshaping, irregular cornea designs, diagnostic sets and all other areas pertaining to GP lenses.



Today's GP lenses are not complex. *Today's GP lenses represent the premium in quality of care provided to your patients.* Greater patient and practice success is there ... by simply following the short maze to your CLMA member laboratory.

How do I know if the GP Laboratory I use is a member of the CLMA?

1. Ask them
2. Check out the searchable database** of GP Product Lines of CLMA members listed by the following design categories:
 - Spherical GP Designs
 - Aspheric GP Designs
 - Toric GP Designs
 - Multifocal - Simultaneous GP Designs
 - Multifocal - Translating GP Designs
 - Keratoconus GP Designs
 - Reverse Geometry GP Designs
 - Corneal Refractive Therapy
 - Orthokeratology

** The searchable database is found on www.rgpli.org

Congratulations!!!!

***TO: Scott Kenitz, OD, FAAO
Hartford, Wisconsin***

Dr. Scott Kenitz, an active Advisory Committee member of the GP Lens Institute was selected as the *Wisconsin Optometric Association's "OD of the Year"*.

Dr. Kenitz is in a primary eye care practice, emphasizing contact lenses and pediatric eye

and vision care. He continues to highlight GP lenses in his practice and has authored GP contact lens articles in various industry trade journals. "Well deserved!!" stated GPLI Executive Director, Dr. Ed Bennett.

GP Fitting Pearls from Dr. Scott Kenitz....

1. Offer every astigmat, progressing myope, or even all prospective CL wearers the "chance to just try on a GP CL" when you trial fit them (even if the trial fitting might be aimed toward a soft lens). Holding the patient's lids apart as you apply the lens, and say, "This contact actually floats on your tears so your eye really won't feel it much, or at all, when I put it on. When I let go of your eyelids, they will sense the lens a little bit. That sensation is what you get used to as you adapt to the lens". Give them 5 minutes, then check the fit and vision and see what they think. You'd be surprised how many patients are willing to consider them!!!

2. If you polish lenses in your office, offer a free polishing at the patient's yearly CL exam. They appreciate it and often even look forward to it.

Pam's Perks

GP lenses are not comfortable

GP lenses cost more

What can I do about myopia?

When can my child start wearing GPs?

How do I know if I have Presbyopia?

What can I do about Presbyopia?



These and other questions, facts and illustrations can be found in the

Patient Education Brochure

available through your CLMA member company or by ordering from our website www.rgpli.org.



Quantities - up to 200
- are available
COMPLIMENTARY

***This will provide excellent reading material for your patients as they adapt to their GP contact lenses — or available in your waiting room

Order your supply now!!!!

GP Lens Care Principles

Patricia Keech, OD
Shoreline, WA

GPLI Advisory Committee Member

For those patients who coat their lenses quickly, especially with oily deposits, consider clarifying the following details in the patient's history and in their care regimen:

T For women, what do they use to remove their makeup? Baby oil and vaseline leave oily residues on the lid margins that then can contaminate the lenses. Use oil-free makeup removers and nonwaterproof mascara, which is easier to remove. The baby shampoo dilution that we recommend for lid scrubs in blepharitis also works well for makeup removal. Moisturizers and sunscreens can

also ruin lenses, so should be applied after lens insertion.

T Lenses should be cleaned at night, not in the morning. If the mucus and oils are allowed to harden at room temperature overnight, they are much harder to remove. It is like washing your dishes right after you eat – easier and more effective. Then the lens can soak, cleanly, in fresh conditioning or soaking solution. And don't forget to rewet the lens before insertion. Rubbing some extra solution onto the lens right before insertion increases wettability and reduces deposits. Excess solution may be applied right to the eye, or rinsed off, according to individual patient preference, but the rewetting is helpful.

T Some surfactant cleaners work better than others for certain individuals. Enzyme cleaners work better if the oily deposits have been removed first, so that the enzyme can reach the protein bonds. So clean the lenses before enzymatic treatment. Also, the enzymes break the protein bonds, but do not remove the proteins, until you clean the lenses again, with rubbing and rinsing, after the enzyme treatment. After thorough cleaning, a lens may be almost hydrophobic, so don't forget to rewet the lens enthusiastically to reestablish a more hydrophilic surface. Rub the lens with wetting solution, rinse and rub again, until the lens wets evenly.

Your gas permeable patients will have more success with their lenses if they understand these lens care principles, and knowing the why of a procedure helps them to remember how!

Order your complimentary copies of the *GP Care & Handling* brochure to encourage compliance with your patient. Quantities up to 200 are available on www.rgpli.org.

GPLI Academic Workshops - Fall 2004

The following optometric colleges/universities have scheduled with the GP Lens Institute to participate in the "Hands On" GP contact lens workshop. This full day of guest faculty lecturing and "hands on" GP patient workshops, is open to most 3rd and 4th year students at these colleges and universities. Please check with your CL and Cornea Resident if you are available to attend.

October 26, 2004 – University of Alabama at Birmingham

October 30, 2004 – Southern College of Optometry

November 21, 2004 – Illinois College of Optometry

TO: GP Lens Institute

Wow, a home run once again! I hear nothing but praise & GP discussions around campus for the GPLI Program - not only from the students but the attending CLMA members.

I wanted to thank you for taking your time (2nd weekend in a row on the road) to travel to Northeastern State University and present this great program.

Please pass on my thanks to all in your organization who champion these workshop programs. I just can't express myself enough on how important I feel your work is in contact lens education across the country. Because exciting off-campus rotations are playing a larger part of Optometric education, time demands can impact contact lens experiences. Therefore, GPLI is a "safety net", catching those students that could miss important CL experiences. The workshop provides contact lens education, educational materials, as well as direct contact with patients.

We appreciate your support of contact lens education programs on our campus. There is no doubt in my mind that the contact lens program at NSU College of

Optometry has been incredibly strengthened by GPLI programs.

Sincerely,

William Edmondson, MAT, O.D., F.A.A.O.

Professor of Optometry/Chief Contact Lens Service

Upcoming Events

On Line Symposiums - www.rgpli.org
9:00 PM EASTERN USA TIME

Tuesday, September 21 - *Incorporating GP Bifocals and Multifocals Into Your Practice*

Doug Benoit, OD - Guest Faculty

Tuesday, October 12 - *How to Optimize both the GP fitting Approach & Adaptation*

Keith Ames, OD - Guest Co Faculty
Ed Bennett, OD - Faculty & Moderator

From the comforts of your own computer/laptop – log onto www.rgpli.org and take the link for the on line symposium. For most of the on line symposiums, cases have been posted on our website to lead off the discussions.

Guest faculty members are chosen for their expertise in these fields of GP interest.

Interact with the experts

This on line symposium is available to all eye care professionals.

Observe/Participate

The educational resources and support and funding for the GPLI comes from the member companies of the CLMA. Please support a CLMA member when ordering your custom manufactured contact lenses.